# Godrej | INFOTECH

# Case study

## About the client

This Jeddah based client owns and operates retail stores specializing in luxury consumer products. It is the prime distributor for branded watches in the region. Founded in 1993, today the company operates more than 100 retail stores. The Swiss based group has a 33.3% stake in Saudi based local retail company, giving it a market for international collections customized to local preferences. The partnership is based on the long term relationship between the two companies, with the Principal investing as much as SAR 60 million in this deal.

## Business case

The client was using Microsoft Dynamics AX 2009 and LS Retail for automation of its business operations. In this system, only the Finance and POS modules were integrated. As part of its expansion plan, the client identified the need for a centralized system to handle its increasing volumes.

The new requirement was for an integrated solution with warehouse management, budget control, project management, finance, accounts receivable/ payable and POS modules and the company decided to contact Godrej Infotech Ltd. (GITL) for this important initiative.

## Saudi Arabia's Leading Luxury Retailer Integrates Operations with MD AX 2012

# Highlights

**Industry:** Retail

**Employees:** 50

**Annual Revenue:** 10 Million SAR

**Project Location:** Kingdom of Saudi Arabia

**Engagement Since:** 2012

**Solution Snapshot:**
- AX 2012 and AX Retail Integration
- Barcode Scanning at Warehouse
- Auto Bank Reconciliation
- Local Language Support

**Environment:**
- Operating System - Windows Server 2012
- Database - SQL Server 2012

**Modules:**
- Finance
- Warehouse
- Sales
- Retail
- Services
- Projects

## Business solution

Since the client was impressed with the Microsoft Dynamics AX experience, the management decided to move to the latest versions i.e. AX2012 and AX Retail. The company identified Godrej Infotech Limited as a partner for this engagement due its proven expertise in the area. The solution proposed by GITL focused on the following areas:

• At the POS:
With AX Retail, sales and checkout processes become easier by giving operators real time access to inventory available at the showroom and the HO

• At the Warehouse:
Barcode scanning facilitates tracking of incoming and outgoing products. Physical movement of goods can be controlled based on system generated distribution sheet and dispatch allocation plan

• At the Finance Department:
AX2012 has a new feature for Advanced Bank Reconciliations. An electronic interface can be set up to import bank statements for selected accounts. Post import, the statements are validated to ensure that they are as per expected standard formats.  Once validated, imported statements are ready for reconciliation.  In a new improved user friendly interface, bank documents as per the general ledger entries in the system can be matched side by side with the imported bank statements. Additionally, matching rules can be setup to automate this process, thus reducing manual overhead and errors.

### Benefits

The client experienced the following benefits by deploying the AX 2012 & AX Retail solution:

• Streamlined integration between ERP and POS systems

• Backward interface with legacy AX2009/ LS Retail system

• Arabic language support for financial reports and checks

• Improved productivity due to Projects Module at the HO

• Improved customer service due to the Service Module at the POS

• 30% time saving due to Automated Financial Accounts Reconciliation

• 20% saving in Data Entry effort due to Barcode Scanning

## Contact us

## India

**Head office**

**Godrej Infotech Ltd.**
Plant 10, Pirojshanagar,
Vikhroli (West),
Mumbai- 400 079, India.
Tel. : +91-22-67964005 / 4086 / 4087
Fax : +91-22-25181728

## About Godrej Infotech Ltd.

Godrej Infotech Limited, part of the $4.1 Bn. Godrej group is one of the leading IT service provider specializing in End-to-End IT solutions and services. Strategic partnership with industry leaders like Microsoft, Infor, LS Retail, and Oracle have played an instrumental role in making the organization a mature IT partner that understands the value of business process automation. Our service offerings include Business Consulting, ERP Implementation & Support, Application Development, Integration, Digital transformation, Analytical services, Mobile Application Development, Infrastructure Management, and e-Commerce. We have domain and technology expertise in the manufacturing, retail, trading, distribution, logistics, hospitality, project, and service industries. A CMM Level 4 and ISO 9001:2015 certified company, GITL's service offerings follow proprietary methodologies derived from product best practices and experience in similar implementations. Headquartered in Mumbai, India we have presence in Middle East, APAC, Europe and US with customer footprints extending across multiple geographies.

email: infotech@godrej.com     |     www.godrejinfotech.com